

Kentucky Department for Alcoholic Beverage Control

Kentucky Brand Registrations

Product Registry On-Line (PRO) System User Instructions for Distributor/Wholesaler

Welcome to Kentucky PRO

In order to use PRO, your company must set up an account. Once you have set up your account subsequent use can be achieved by “log in” process.

To get started:

From the ABC.KY.Gov web site, move mouse over the Licensing option from the menu list across the top of the page. A menu will present additional options, one of which is Brand Registrations. Move mouse over it and select.



The system will display our Brand Registration page.

Select the link for “Kentucky Distributor/Wholesaler Access to PRO”

Before you can use the system for the first time, you must create an account.

Click “Don’t have an account? **Sign up**”

The image displays two side-by-side screenshots of the Kentucky PRO web portal. The left screenshot is the 'Login' page, featuring a header with the Kentucky PRO logo and the word 'Login'. Below the header, there are tabs for 'Login' and 'Signup'. The main form includes fields for 'Email Address' and 'Password', a 'Remember me' checkbox, and a blue 'Login' button. A red circle highlights a link at the bottom that reads 'Don't have an account? Signup!'. The right screenshot is the 'Signup' page, also with the Kentucky PRO logo and the word 'Signup' in the header. It has 'Login' and 'Signup' tabs. The form includes fields for 'Email Address', 'Wholesaler/Distributor License', 'Password', and 'Confirm Password'. A note 'Minimum 7 characters' is visible below the password field. A blue 'Submit' button is at the bottom, and a link 'Already have an account? Login!' is located below the button.

Note: This appears at the bottom of the initial Log In screen


Type in the directed fields: **your email** address –this should be the email address you wish to receive official brand registration notices and approvals. Next, type in **your Kentucky Wholesaler/ Distributor license #**, create your **Password** and **confirm your password**. Next, click “**Submit**”.

Now you have completed set up of your account in the system. Future access will be through “Log-in”. You will not have to set up an account again.

Now you are ready to begin registering your brands! Important facts to remember about the new system:

- It will permit you, on a single brand registration submission, to enter multiple brands. If all are with the exact same producer/supplier and for the exact same territories. If there are variations-meaning different producers/suppliers or if the brands are not all for the same territories - you will have to complete the brands registration completely and submit then continue by creating additional registrations.
- Maintaining correct emails to assure proper processing between you, your producers and the state is a MUST. Assuring brands are being registered by an authorized company agent also is a must.
- The maximum number of brands that can be registered on one submission is 15. Attempting more will result in both a system and submission failure. All of the brands, if registering multiple on one, MUST be to the exact same producer/supplier and for the exact same territories.
- The process and instructions for a producer/supplier to initiate a brand registration is TOTALLY different than the portal and instructions for a distributor/wholesaler.

To register new brand(s) click “create new”



Kentucky PRO Pending Registrations

Pending Registrations Open Registrations History **Create New**

Licensee	Brand Registered
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Under Transaction Type- select from the drop down “new brand”

Next the system will auto populate your distributorship/wholesaler information into the appropriate fields. Reading left to right you will see “Trade Name” next, this field if there is one, will auto populate for you as well. Horizontal to the right of this field in blue will say “territories”.

Pending Registrations Open Registrations History Create New

Transaction

Transaction Type
New Brand

Distributor/Wholesaler

Stagnaro Distributing 1600 Dolwick Dr, Erlanger License Number: 008-MD-152	Trade Name: Stagnaro Distributing Inc	territories
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Next, click **“territories”** to select the assigned territories your brands are being registered for. Once you click territories the system will pull up a list of all of the territories/counties.

Edit Distribution Territories for Stagnaro Distributing Inc

☒ Select entire state

<input type="checkbox"/> Adair	<input type="checkbox"/> Allen	<input type="checkbox"/> Anderson	<input type="checkbox"/> Ballard
<input type="checkbox"/> Barren	<input type="checkbox"/> Bath	<input type="checkbox"/> Bell	<input type="checkbox"/> Boone
<input type="checkbox"/> Bourbon	<input type="checkbox"/> Boyd	<input type="checkbox"/> Boyle	<input type="checkbox"/> Bracken
<input type="checkbox"/> Breathitt	<input type="checkbox"/> Breckinridge	<input type="checkbox"/> Bullitt	<input type="checkbox"/> Butler
<input type="checkbox"/> Caldwell	<input type="checkbox"/> Calloway	<input type="checkbox"/> Campbell	<input type="checkbox"/> Carlisle
<input type="checkbox"/> Carroll	<input type="checkbox"/> Carter	<input type="checkbox"/> Casey	<input type="checkbox"/> Christian
<input type="checkbox"/> Clark	<input type="checkbox"/> Clay	<input type="checkbox"/> Clinton	<input type="checkbox"/> Crittenden
<input type="checkbox"/> Cumberland	<input type="checkbox"/> Daviess	<input type="checkbox"/> Edmonson	<input type="checkbox"/> Elliott
<input type="checkbox"/> Estill	<input checked="" type="checkbox"/> Fayette	<input type="checkbox"/> Fleming	<input type="checkbox"/> Floyd
<input type="checkbox"/> Franklin	<input type="checkbox"/> Fulton	<input type="checkbox"/> Gallatin	<input type="checkbox"/> Garrard
<input type="checkbox"/> Grant	<input type="checkbox"/> Graves	<input type="checkbox"/> Grayson	<input type="checkbox"/> Green
<input type="checkbox"/> Greenup	<input type="checkbox"/> Hancock	<input type="checkbox"/> Hardin	<input type="checkbox"/> Harlan
<input type="checkbox"/> Harrison	<input type="checkbox"/> Hart	<input type="checkbox"/> Henderson	<input type="checkbox"/> Henry
<input type="checkbox"/> Hickman	<input type="checkbox"/> Hopkins	<input type="checkbox"/> Jackson	<input type="checkbox"/> Jefferson
<input type="checkbox"/> Jessamine	<input type="checkbox"/> Johnson	<input type="checkbox"/> Kenton	<input type="checkbox"/> Knott
<input type="checkbox"/> Knox	<input type="checkbox"/> Larue	<input type="checkbox"/> Laurel	<input type="checkbox"/> Lawrence
<input type="checkbox"/> Lee	<input type="checkbox"/> Leslie	<input type="checkbox"/> Letcher	<input type="checkbox"/> Lewis
<input type="checkbox"/> Lincoln	<input type="checkbox"/> Livingston	<input type="checkbox"/> Logan	<input type="checkbox"/> Lyon
<input type="checkbox"/> Madison	<input type="checkbox"/> Magoffin	<input type="checkbox"/> Marion	<input type="checkbox"/> Marshall
<input type="checkbox"/> Martin	<input type="checkbox"/> Mason	<input type="checkbox"/> McCracken	<input type="checkbox"/> McLean
<input type="checkbox"/> Meade	<input type="checkbox"/> Menifee	<input type="checkbox"/> Mercer	<input type="checkbox"/> Metcalfe
<input type="checkbox"/> Monroe	<input type="checkbox"/> Montgomery	<input type="checkbox"/> Morgan	<input type="checkbox"/> Muhlenberg
<input type="checkbox"/> Nelson	<input type="checkbox"/> Nicholas	<input type="checkbox"/> Ohio	<input type="checkbox"/> Oldham

If you are registering the brand for the entire county select the box next to the county. If you need to register the brand for only a wet city, a portion of the county or a partial territory within a county you will click the **“full”** button next to the respective county. Then click **“partial”**, this will pull up all of the wet territories within the county as well as provide you a description box in case you need to type in the description of a unique territory. Again, once in this pop up box, select the partial territory you are seeking to register your brand in or type the unique description of the territory you are seeking to register the brand in (*i.e. S. HWY 75 to the second bridge, then 5 miles east toward the river*.) Once you have completed selection of your territories click, **“save”**

Edit Distribution Territories for Stagnaro Distributing Inc

☒ Select entire state

<input type="checkbox"/> Adair	<input type="checkbox"/> Allen	<input type="checkbox"/> Anderson	<input type="checkbox"/> Ballard
<input type="checkbox"/> Barren	<input type="checkbox"/> Bath	<input type="checkbox"/> Bell	<input type="checkbox"/> Boone
<input type="checkbox"/> Bourbon	<input type="checkbox"/> Boyd	<input type="checkbox"/> Boyle	<input type="checkbox"/> Bracken
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<input type="checkbox"/> Hickman	<input type="checkbox"/> Hopkins	<input type="checkbox"/> Jackson	<input type="checkbox"/> Jefferson
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<input type="checkbox"/> Monroe	<input type="checkbox"/> Montgomery	<input type="checkbox"/> Morgan	<input type="checkbox"/> Muhlenberg
<input type="checkbox"/> Nelson	<input type="checkbox"/> Nicholas	<input type="checkbox"/> Ohio	<input type="checkbox"/> Oldham

Set partial distribution for

☐ Full

☒ Partial

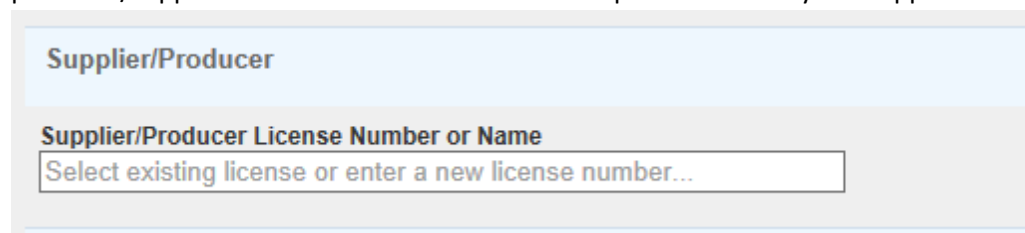
☐ Lexington

HWY 75 to the Bridge...

Cancel Save

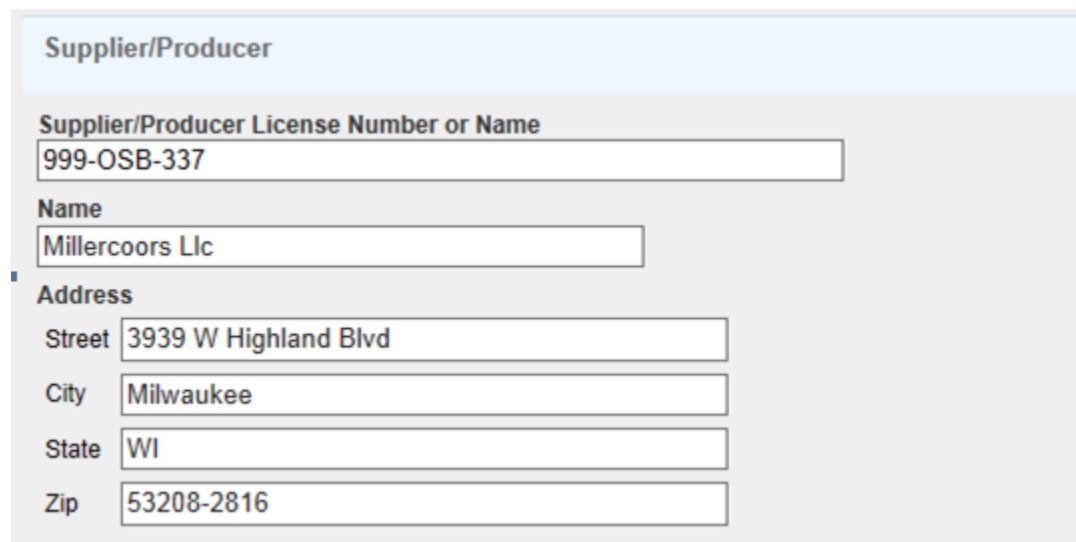
Once you have saved the main territories for the brands you are seeking to register the system will take you back to the full territory menu and you will notice next to those counties in which you selected a city or partial territory it will now reflect the “full” button has changed to reflect “partial” next to the respective county. Carefully review to assure you have selected all of the territories you are seeking to register the brand(s) in, if correct use the scroll bar to the right to scroll to the bottom of the territory screen and click, **“save territories”**. You have now properly selected your territories.

The next section is entitled “Producer/Supplier”. Here you will need to enter the producer/supplier’s name of the brand(s), and then the system should identify this once you start typing (similar to a smart look up function) and will create an auto list of producers/suppliers for you to select the correct one from. You will select the correct one you need by clicking on the name, then the system will auto populate the field for you. Once the producer/supplier is selected and field is populated, the system will auto populate the remaining producer/supplier fields for you. It is important to select the correct producer/supplier from the list to assure all subsequent data the system applies is correct.



The screenshot shows a form titled "Supplier/Producer". Below the title is a label "Supplier/Producer License Number or Name" and a text input field containing the placeholder text "Select existing license or enter a new license number...".

The remaining supplier fields you should see are name and address for the supplier.



The screenshot shows the "Supplier/Producer" form with the following fields filled out:

- Supplier/Producer License Number or Name:** 999-OSB-337
- Name:** Millercoors Llc
- Address:**
 - Street:** 3939 W Highland Blvd
 - City:** Milwaukee
 - State:** WI
 - Zip:** 53208-2816

The next section is called the “documents” section. Here you will see a field entitled **“type”** with a drop down function. You can only add one document at a time. So you will utilize the drop down feature to select the necessary documents. To select a document type click on it, then click **“browse”**. Find your file on your computer and **“select”** your file to be attached, next click **“open”** then the system will auto upload your file into the system. You can continue on with the brand registration if you have additional

files that need attached or submitted click **“add another document”** and repeat the process until all documents have been uploaded, then resume brand registration.

Type	Description	File
Franchise Agreement		Browse...

[add another document](#)

Next section is entitled “COLA” section. This is very important. Again, this is a national brand registration tracking system already in use in several states and has MOA with TTB for direct tie in. Therefore assuring correct and accurate entry of your brand(s) COLAs you are seeking to register is critical!

Type in your brand COLA Number and click the “look up” feature to the right this will hold the brand registration open but take you to TTB and access the COLA. The system will auto populate the information about your brand. To add additional brands simply repeat these two steps.

COLA

Cola Number

Lookup [or add blank](#)

If you do not know the COLA Number, to use the TTB COLA Registry you can navigate to <https://www.ttbonline.gov/colasonline/publicSearchColasBasic.do> in a browser window other than the one you are using for PRO.

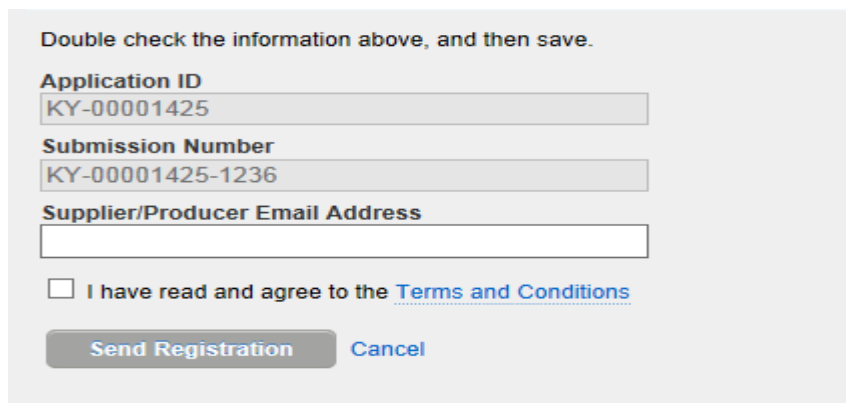
Once you have added the correct COLA # for the individual brand the system will auto populate for you all of the remaining fields, which are brand description and brand name, shows the COLA # and class type (DS/wine/cider or malt beverage). Once the system has added the information please review to assure it is accurate. If not go back and assure you have selected the correct COLA #. It is here where you begin to ADD the ADDITIONAL brands for this territory and this producer/supplier.

If you attempt to exceed the maximum number of 15 brands, the system may not stop you however the brand registration will not get processed. So be mindful to not exceed the cap. *(Note: If you have more brands than the system can permit on one submission you will have to complete the existing brand(s) registrations submit them on for additional completion and approvals and begin again with a new/second brand registration from the beginning.*

After you have entered all the brands for this submission continue on to the “Review and Save” section.

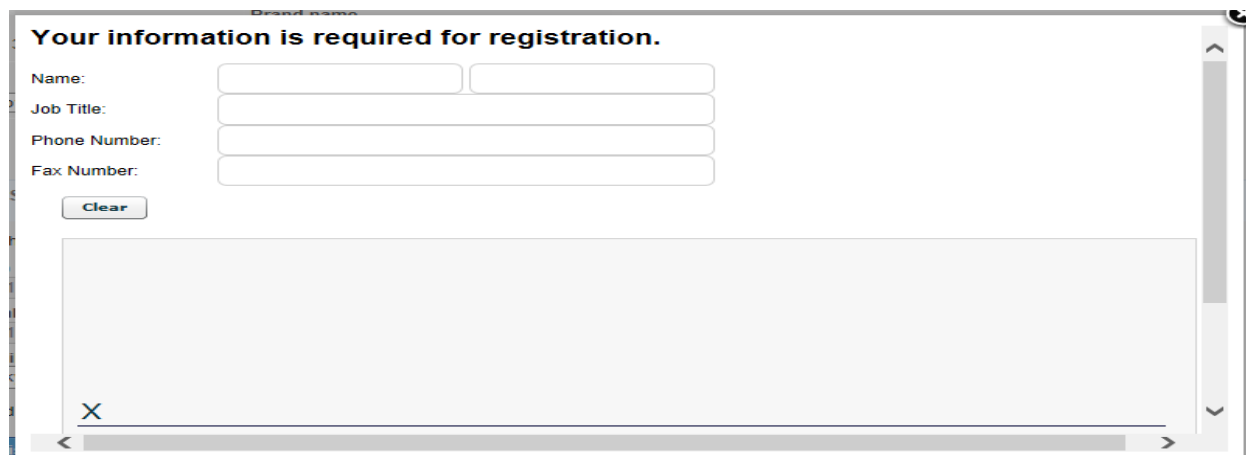
Enter in your agencies' contact persons email address for the producer/supplier. It is very important you get this address right, this is who and how the producer or supplier will receive notice they have a 714/715 to receive, review and approve as well as all other notifications on this brand registration.

Next you will need to click on **"Terms and Conditions"** and be sure to read those legal statutory terms and conditions. Once you have read the terms and conditions you **MUST click the box next to it to acknowledge you have read and understand these terms and conditions.** Next click **"Send Registration"**.



A screenshot of a web form for brand registration. At the top, it says "Double check the information above, and then save." Below this are three input fields: "Application ID" with the value "KY-00001425", "Submission Number" with the value "KY-00001425-1236", and "Supplier/Producer Email Address" which is empty. Below the email field is a checkbox labeled "I have read and agree to the [Terms and Conditions](#)". At the bottom are two buttons: "Send Registration" and "Cancel".

The system will bring up the final pop up box for you to type your company's contact person's information. **Enter individuals Name, Job Title, Phone # and Fax #.** Next use the mouse to create your **electronic signature on this form 714/ form 715.** Remember, this replaces the signature on the old form 714/form 715 so the legal representative for the company is who can sign the brand registrations. To clear the signature section and resign select the clear button just above the signature section. Once the electronic signature is on the e-document, then scroll down and click **"save info"**. Next you will get a system notification/confirmation pop up window that your submission (form 714/form 715) has been successfully submitted on to your producer/ /supplier for their review and approval/denial.



A screenshot of a web form titled "Your information is required for registration." It contains four input fields: "Name:" (split into two boxes), "Job Title:", "Phone Number:", and "Fax Number:". Below these fields is a "Clear" button. At the bottom of the form is a large, empty rectangular box for an electronic signature, with a small "X" icon in the bottom left corner. The form has a scroll bar on the right side.

Finally, your producer/supplier will then receive an email prompt, at the email address that you enter for your contact there, that they have a pending brand registration to review and approve. Once your producer/supplier has approved your submission, this registration will then be automatically sent on to the state ABC offices for our review and required approval. During this pending status, you can monitor and check status in the system at any time. **However, once the state has formally granted approval and has legally registered the brand in the state, you will receive, to the email address you enter for your company, an email confirmation back that your registration has been approved.** The email response will reference the approval to the assigned submission #. **A successful submission of a brand(s) registration, IS NOT a state APPROVAL of the brand.**

Remember this is still a three step process:

STEP 1: The brand registration is initiated in Kentucky PRO by either the distributor/wholesaler OR the producer/supplier;

Step 2: The respective second party distributor/wholesaler OR the producer/supplier (depending on who initiated the registration) will receive, review and approve;

Step 3: The submission is then actually sent and received by State ABC for our final review and approval or denial.

Until this approval is received NO sales of the product should occur and the product cannot legally enter the Commonwealth.

Other Important Information:

- Once you have entered a brand(s) into PRO, you can revise the submission to make minor corrections prior to sending on to the next level while in the existing registration by use of clicking “edit” or “cancel” buttons where available. Also, once a submission comes to the state and we identify an issue we can send notice back to whoever initiated those brands to make minor corrections and resubmit the registration.
- Once you create your first registration, the PRO system will retain a library or history of all submissions and their status for you. To access
 - History-displays the distributor's/wholesaler's actions/activity upon registrations displayed on the “Open Registrations” tab. So it is just a way for the Distributor to see what registration he/she has submitted/canceled
 - Open registrations- displays registrations that the distributor/wholesaler has submitted via the DistributorPortal on the KY site. It merely serves as a way for the Distributor to verify that he/she has submitted a registration to be looked over by the Supplier who will then approve and submit it to the state.

- Pending registrations- displays registrations that a producer/supplier has initiated and submitted via PRO and is awaiting a distributor's/wholesalers approval, signature & submission. You'll see the "Check" or "X" icons to the right which the distributor/wholesaler will use to submit or cancel a submission.
- All previously existing reports and functionality on online brand registration look up have been preserved and can still be obtained/accessed. To access the reports you will locate those on the State ABC website as before.